

Abstract of the Disclosure

The present invention relates to a method and system for targeted content presentation in a communications network. In accordance with the 5 present invention, there is provided a method for targeting content to users in a communications network; the method comprising the steps of determining targeted user characteristics and presenting content in accordance with said characteristics. In accordance with the present invention, there is further provided a method for targeted content presentation in a communications 10 network for regularly scheduled content opportunities, the method comprising the steps of: monitoring the programming stream for opportunities and content descriptors; determining the source for alternate content; matching the opportunity to the available content and the viewer characteristics; presenting In one embodiment, the system includes a delivery engine, a matching 15 engine, a combiner, and a micro decision engine (MDE).